



Youth For Maina Fundraising Campaign

One of the goals of Maina is to encourage and inspire today's youth to participate and become involved in Maina's efforts. Join us in our fight!



- This presentation will serve as a tool for those who wish to help Maina through fundraising.
- Some of the subsequent slides will provide fun ideas for fundraising, while others will be information on breast cancer statistics and Maina's efforts to help. These sheets can be printed and used during fundraisers as fliers, posters, or whatever else you may choose.
- While we would love for students to get involved on their campuses, our fundraising opportunities are open to all!

Fundraising Ideas



- **Car wash** – Through a school, church, other org, etc.
- **Bake sale** – Through a school, church, other org, etc.
- **Art auction** – This can be done by collecting artwork from community members and auctioning or selling the art work. This has been done at schools, where the art was collected by art students and teachers and sold to community members through an event.
- **Wine & Design** – These are great for girls' nights! Find a wine and design instructor willing to work with a charity and host a party.
- **Dinner event** – This event is great in schools or other organized institutions. Organize a dinner with food, raffles, and entertainment and charge an admissions fee at the door.
- **Walk-a-thon** – Pick your favorite sport and create an event. Have friends and family sponsor you and your friends or have an admission fee.
- **Talent/Fashion show** – In a school, church, other org, etc.

Sponsors



- While fundraising, you can seek out sponsors from large corporations- many corporations having matching gift programs, where the corporation will match a donation- or from friends and families!

Track Your Work



- All participants of Youth For Maina Fundraising Campaign will be acknowledged in our newsletter that is sent out to all of our followers
- Additionally, Maina encourages participants who are visiting India to visit the site that received their donations to see the product of their hard work.



Maina's Fundraising Awards



- ***Maina Foundation's Fundraising Award of Excellence:*** *This award honors and acknowledges the core fundraising team members who worked to raise a substantial amount for Maina Foundation.*
- ***Maina Foundation's Fundraising Award for Social Innovation:*** *This award honors and acknowledges the team with the most creative and innovative fundraising idea.*

In order to be considered for both or either award, each fundraising team must submit a letter outlining the method of fundraising used and the amount raised.

Want to help Maina's efforts?

- Some of the ways that Maina operates to alleviate the hardships of breast cancer:
 - *Provide funding to colleges, clinics and/or community hospitals to organize programs for raising breast cancer awareness.*
 - *Donate mammography units to charitable hospitals to make breast cancer screening available to women who lack resources.*
 - *Work with hospitals and doctors who have identified breast cancer patients requiring treatment.*

Statistics



- In urban Delhi:
 - 56% of women were aware of breast cancer
 - Of this 56%, 51% knew about at least one sign/symptom
 - 53% were aware that breast cancer could be detected early
 - 35% mentioned the risk factors
 - 4% had received any training or education about the purpose and technique of a breast self-exam

India's Context



- Breast cancer is one of the most common cancers among Indian women with a rising incidence year on year and has now overtaken cervical cancer
- Although the incidence of breast cancer is less in India compared to U.S., the mortality is higher
- Many women lack awareness and fear societal norms & practices
- Screening for diseases are not practiced because of heavy patient load, and lack of privacy

Breast Cancer Risk Factors

- **Genetic Risk Factor** About 5% to 10% of breast cancer cases are thought to be hereditary, meaning that they result directly from gene defects (called *mutations*) inherited from a parent e.g **BRCA1 and BRCA2**: The most common cause of hereditary breast cancer.
- **Family history of breast cancer**
Breast cancer risk is higher among women whose close blood relatives have this disease. Less than 15% of women with breast cancer have a family member with this disease, (over 85%) women who get breast cancer *do not* have a family history of this disease.
- **Aging**: Your risk of developing breast cancer increases as you get older.
- **Stress**: Stress is a general risk factor that increases chances of developing any cancer.
- **Hormone Replacement Therapy (HRT)**: This has been realized as an important risk factor. Hormone replacement therapy consists of giving a combination of estrogen and progesterone to relieve menopausal

Continued Risks

- **Oral Contraceptives:** There is a slightly higher risk of developing breast cancer in ladies taking oral contraceptives. Again, the play of hormones is thought to be responsible.
- **Breast Density:** A high breast density on a mammogram is considered as one of the strongest risk factors for developing breast cancer.
- **Obesity:** Obese individuals have a higher incidence of developing breast cancer. This effect may be related to the production of estrogen by the fat cells.
- **Diet:** A healthy balanced low fat high vegetable diet, and regular fruit intake will decrease chances of developing breast cancer.
- **Radiation Exposure:** An exposure to radiation in the second or third decades of life will increase the chances of developing breast cancer in the future.
- **Exercise:** Regular exercise will be helpful to curb the risk of cancer.
- **Alcohol:** Regular daily intake of alcohol may increase the risk of developing breast cancer

Current Focus & Future plans



- Increase funding to treat more patients at Tata Memorial Hospital by providing additional funds of \$20,000.
- Expand the collaboration with K.J. Somaiya Hospital to develop screening program for breast cancer in additional areas due to growing demand.
- Initiate similar outreach program with Colleges.
- Donate advanced mammography unit to a teaching hospital in Navi Mumbai (cost \$34,000).
- Long term goal is to identify areas for a mobile mammography set up for screening women.

Outreach Program



- Dept. of Community Medicine at K. J. Somaiya Medical College, Mumbai, has adopted Pratiksha Nagar area (largely an urban slum) at Sion-Koliwada for Comprehensive Health Care Services
- In collaboration with K. J. Somaiya Medical College we started a Five Year program of creating awareness amongst the community on breast cancer





Maina's Contributions



- Donated mammography units, which are installed at
 - Lions Service Centre (Navi Mumbai) in 2009
 - Matru Seva Sangh (80 yr old women's hospital, Nagpur) in 2012
 - Kalapuram General Hospital (Khichan, Phaldi, Rajasthan) in 2012

We hope this presentation was helpful!
Please pass this along to anyone in school,
university, or anyone interested in helping
fundraise and encourage them to help our
efforts. Visit us at www.mainafoundation.org

All inquiries can be sent to:

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Please don't hesitate to contact us. We thank you for
your support!